



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Ft 303
Blauvelt, NY 10913

Contract # 1352922

Schedule Dates 08/11/12-08/14/12
Advertiser Florida Federation for Children (73508)
Agency McLaughlin & Associates (9012)
Product POLITICAL ISSUE (ns) (1187)
Brand FL FED 4 CHILD 8/11 (466878)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name /
Phone/Fax 362
CPE 362
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments FL FED 4 CHILD 8/11
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FL FEDERATION FOR CHILDREN

Date Entered 08/09/12
Last Modified 08/13/12
Entered By Nancy Brutus
CO-OP No
Headline # 06271021
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,575.75
Net Total \$8,929.25
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month
Aug. 2012
Grand Total:
Spots 18
Rate \$10,505.00
\$10,505.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/13/12-08/14/12	2	:30	9A-10A (EST)	2	X	X						2	\$300.00	\$600.00	West Palm Beach (WPEC)		8/9/12
2.0	Normal Line / SPOT (2)	08/13/12-08/14/12	2	:30	11A-12P (EST)	2	X	X						2	\$415.00	\$830.00	West Palm Beach (WPEC)		8/9/12
3.0	Normal Line / SPOT (3)	08/13/12-08/14/12	2	:30	12P-1230P (EST)	2	X	X						2	\$525.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
4.0	Normal Line / SPOT (4)	08/13/12-08/14/12	2	:30	3P-4P (EST)	1	X	X						1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/9/12
5.0	Normal Line / SPOT (5)	08/13/12-08/14/12	2	:30	4P-5P (EST)	1	X	X						1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/9/12
6.0	Normal Line / SPOT (6)	08/13/12-08/14/12	2	:30	5P-530P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
7.0	Normal Line / SPOT (7)	08/13/12-08/14/12	2	:30	530P-6P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
8.0	Normal Line / SPOT (8)	08/13/12-08/14/12	2	:30	6P-630P (EST)	1	X	X						1	\$900.00	\$900.00	West Palm Beach (WPEC)		8/9/12
9.0	Normal Line / SPOT (9)	08/13/12-08/14/12	2	:30	7P-730P (EST)	1	X	X						1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/9/12
10.0	Normal Line / SPOT (10)	08/13/12-08/14/12	2	:30	11P-1130P (EST)	1	X	X						1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
11.0	Normal Line / SPOT (11)	08/11/12-08/11/12	2	:30	6P-630P (EST)							1			\$450.00		West Palm Beach (WPEC)		8/9/12
12.0	Normal Line / SPOT (12)	08/11/12-08/11/12	2	:30	7P-730P (EST)							1		1	\$525.00	\$525.00	West Palm Beach (WPEC)	No Availability/Exception per Lile	8/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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West Palm Beach (WPEC)		Rate
By Broadcast Month	Spots	
Aug. 2012	18	\$10,505.00
Grand Total:	18	\$10,505.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	08/11/12-08/11/12	2	:30	11P-11:30P (EST)							1		1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
14.0	Normal Line / SPOT (14)	08/12/12-08/12/12	2	:30	6:30P-7P (EST)								1	1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/9/12
15.0	Normal Line / SPOT (15)	08/12/12-08/12/12	2	:30	11P-11:30P (EST)								1	1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		8/9/12
16.0	W/G For 11.0.1 / SPOT	08/13/12-08/13/12	2	:30	6P-6:30P (EST)		1							1	\$450.00	\$450.00	West Palm Beach (WPEC)		8/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 8.6.2012
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

Primary Election SD27

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley


I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8.6.12		203.966.9757
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

	Lillie K. Roberts	Sales Director
Signature	Printed Name	Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Federation of Children PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 8/14/12

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates
566 STATE ROAD 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates & Avail's

Final Disposition: Order placed

If Committee, list officers and position: Chairperson: John Kirtley

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T' Rep WASH